

Agenda for 2/7/2012 ECC Meeting

- Roll Call, Approval of Minutes
- Visitors' Center update
- Auburn Marathon (April 22, 2012) & Other Jim Northey Events
- ECC Website
- Possibility of an AEC Rose Bowl Parade Float?

January 10, 2012 Endurance Capital Committee Meeting Minutes

10 a.m.; City Manager's Office, City Hall, Auburn, Calif.

Members Present: Harvey Roper (Downtown Business), Cynici Calvin (Secretary), Lisa Kodl (Cycling), Steve Holden (Member at Large); Robert Miller (Member at Large)

Guests Present: Robert Richardson (City Manager); Jan Decker (Visitor's Center ED); Jim Northey (Auburn Endurance Capital Marathon Race Director)

I. Minutes from December 13, 2011 meeting approved.

II. Visitor Center Update

- Early March move-in date
- Display areas for WSER and Tevis trophies
- Need space for up to 4 Tevis trophies and 2 for SWER plus buckles
 - Wait for building completion to determine location, style, etc.
 - Also need to factor in the possibility of an Endurance Running Hall of Fame
 - Still the possibility of Auburn Endurance Capital Hall of Fame in the Old City Hall building near Central Square.
- Hotels Endurance Capital gift bag
 - Event brochures
 - Seasonal activity brochures
- NorCal Gold Country listed in top ten places to visit in the Lonely Planet publications
- ECC to do finish line aid station
- Will also do 5K aid station in front of Auburn Running Company on Lincoln Way
- Need ECC signage/banners

III. More Jim Northey events

- Endurance Capital 100-Mile Horse, Run, Bike Triathlon for 2013
 - Equestrian section: Royal Gorge to Robinson Flat
 - Run: Robinson Flat to Foresthill
 - Mountain Bike: Foresthill to Auburn
 - Event will be a 501-c-3 benefitting trail preservation
- Tahoe Sierra 100-Mile Mountain Bike Ride
 - July 14, 2012
 - Working on a finish in downtown Auburn
 - Harvey and Bob Richardson think street closures will be OK and event finish will draw business to downtown.

IV. Jim Northey nominated as ECC member and approved by a "straw poll."

V. AEC Website

- Sitefinity.com website for AEC nearing completion
- Will be available for viewing at next meeting

VI. Auburn Endurance Capital general "range of reference"

- Must have:
 - Positive and significant impact on the City of Auburn.
 - Event starts or ends in Auburn
- Events to be taken on a case by case basis – need not fulfill both of above criteria.
- Those accepted may have event banners on the Endurance Capital website.

VII. AEC Rosebowl Parade Float Proposal

- Idea received positively.
- Cynici to investigate and report at next meeting.

Bike Auburn Meeting Meeting

- Discussion concerning how to use funds remaining from Amgen
- Leadership Auburn signage?
- ECC Event Calendar posters for city businesses, etc.

Next Meeting: Tuesday February 7, 2012; 10 a.m.; City Hall, Auburn

VIII. Meeting adjourned at 11:15 a.m.